

Rep Order# 8837640 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 36901

Printed: 08/17/2012 10:49 AM
Last Received: 08/17/2012 7:44 AM
Showing Buylines: All Lines

1 of 2

Station KLAS-TV LAS VEGAS
Advertiser () OCEQUERA, JOHN
Product OCEQUERA/CON/DEM
Estimate# 1559
Buyer Maura Gilroy
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 104/111/1559
Flight Dates 08/21/2012 - 08/27/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LN 2,10 FOR NA
MG ON LN 12
REV TTL: 10000
PLS CNF
T/R STEFAN FOR MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	6A-7A	8 NEWS NOW AT 7AM	:30	\$1,100.00	08/21-08/27	1	1	1	\$1,100.00	
	*2	TU-F,M	7A-9A	CBS THIS MORNING	:30	\$900.00	08/21-08/27	1	1	1	\$900.00	
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								
	3	SU	630A-8A	CBS NEWS SUNDAY MORNING	:30	\$1,200.00	08/26-08/26	0	0	0	\$0.00	
	4	TU-F,M	12P-1230P	8 NEWS NOW AT NOON	:30	\$650.00	08/21-08/27	1	1	1	\$650.00	
	5	TU-F,M	4P-5P	8 NEWS NOW AT 4PM & 430PM	:30	\$900.00	08/21-08/27	0	0	0	\$0.00	
	6	TU-F,M	5P-630P	8 NEWS NOW ROTATION	:30	\$1,250.00	08/21-08/27	0	0	0	\$0.00	
	7	TU-F,M	11P-1135P	8 NEWS NOW AT 11PM	:30	\$1,700.00	08/21-08/27	0	0	0	\$0.00	
	8	SA-SU	11P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$750.00	08/25-08/26	0	0	0	\$0.00	

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	9	F	8P-11P	NFL FOOTBALL	:30	\$5,000.00	08/24-08/24	1	1	1	\$5,000.00	
	*10	TU-F	11A-12P	YOUNG & RESTLESS	:30	\$1,800.00	08/21-08/24	0	0	0	\$0.00	
		Sales Remark: V5 1X NA										
		V5 Comment Changed, Spots/week Changed										
	11	SA	530P-6P	POLITICS NOW	:30	\$575.00	08/25-08/25	2	1	2	\$1,150.00	
	*12	SU	630A-8A	CBS NEWS SUNDAY MORNING	:30	\$1,200.00	08/26-08/26	1	1	1	\$1,200.00	
		Sales Remark: V5 MG										
		V5 Added										

—REPORT TOTALS—

Report Totals: 7 / \$10,000.00

—SALES MONTHLY TOTALS—

Aug 12: 7 / \$10,000.00 Sep 12: 0 / \$0.00

Sales Totals: 7 / \$10,000.00

Station Totals: 7 / \$10,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$33,333	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

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Demos RA35+